

**ABSTRACT OF THE DISCLOSURE**

The method entails disposing advertising on a cover of an apparatus for hands-free holding of an article to a hat that has a substantially stiff lower clamp with a shape contoured to match a hat and two planar surfaces to provide grip support integral with the first planar surface, a substantially stiff upper clamp with engaging two arms integrally secured to the first planar surface, wherein the inner arm slides inside the crown alongside the head of the user, the other side inside of the crown, and wherein the outer arm that is substantially parallel to the inner arm and spaced enough from the inner arm to attach removably to the crown; a spring fixedly secured to the base of the outer arm and extending away from the base substantially parallel to and to secure removably an article; and a soft outer clamp secured to the spring for additionally holding the article.